

REMARKS/ARGUMENTS

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herewith, which place the application into condition for allowance. The present amendment is being made to facilitate prosecution of the application.

I. STATUS OF THE CLAIMS AND FORMAL MATTERS

Claims 1-25 are pending in this application. Claims 1, 6, 7, 8, 16, and 17 are independent. Claims 1, 6-9, 16, and 17 are hereby amended. Claims 3 and 4 are canceled herein without prejudice or disclaimer of subject matter. It is submitted that these claims, as originally presented, were in full compliance with the requirements 35 U.S.C. §112. No new matter has been introduced by this amendment. Support for this amendment is provided throughout the Specification. Changes to claims are not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes are made simply for clarification and to round out the scope of protection to which the Applicants are entitled.

II. REJECTIONS UNDER 35 U.S.C. §102(e)

Claims 1, 2, 5-7, 16, 17, and 20 were rejected under 35 U.S.C. §102(e) as allegedly anticipated by U.S. Patent No. 6,351,745 to Itakura, et al.

III. REJECTIONS UNDER 35 U.S.C. §103(a)

Claims 3, 4, 8, 10, 12, and 14 were rejected to under 35 U.S.C. §103(a) as allegedly unpatentable over U.S. Patent No. 6,351,745 to Itakura, et al. in view of U.S. Patent No. 5,027,400 to Baji, et al.

Claims 9, 11, 13, and 15 were rejected to under 35 U.S.C. §103(a) as allegedly unpatentable over U.S. Patent No. 6,351,745 to Itakura, et al. in view of U.S. Patent No. 5,027,400 to Baji, et al. and further in view of U.S. Patent No. 6,282,713 to Kitsukawa, et al.

Claims 18, 19, and 21-25 were rejected to under 35 U.S.C. §103(a) as allegedly unpatentable over U.S. Patent No. 6,351,745 to Itakura, et al.

IV. RESPONSE

Independent claim 1 now recites, *inter alia*:

“...second registration means for registering individual additional information of said contents data on the basis of at least said contents data,

wherein said individual additional information comprises overall individual additional information which is associated with the contents data as a whole, segment individual additional information which is associated with one of a plurality of segments of the contents data, and scene individual additional information associated with one of a plurality of scenes in contents data...”

As understood by Applicant, U.S. Patent No. 6,351,745 to Itakura, et al. (hereinafter, merely “Itakura) relates to distributing messages such as advertisements to terminal users. A message database stores an image, text, sound, or combination thereof to transmit to the terminal. The message database also stores a parameter for each user which represents an

amount of access for each user. The parameter is increased only when it is detected that the user is active and received the message that was transmitted.

Applicant respectfully submits that nothing has been found in Itakura that would teach or suggest the above-identified features of claim 1.

Specifically, Applicant notes that the Office Action indicates that the feature “second registration means for registering individual additional information of said contents data on the basis of at least said contents data” of claim 1 “is met by Itakura in the registering of client preferences in item S414 of figure 7.” Applicant respectfully submits that the registering of a new user as disclosed in item S414 of figure 7 in Itakura does not teach or suggest the registering individual additional information of said contents data on the basis of at least said contents data, as recited in claim 1.

Furthermore, Applicant submits that Itakura does teach or suggest that said individual additional information comprises overall individual additional information which is associated with the contents data as a whole, segment individual additional information which is associated with one of a plurality of segments of the contents data, and scene individual additional information associated with one of a plurality of scenes in contents data, as recited in claim 1.

Therefore, claim 1 is patentable.

For reasons similar to those above, independent claims 6, 7, 8, 16, and 17 are also believed to be patentable.

Applicant respectfully submits that neither Baji nor Kitsukawa provide the disclosure missing in Itakura.

V. DEPENDENT CLAIMS

The other claims in this application are each dependent from one of the independent claims discussed above and are therefore believed patentable for at least the same reasons. Since each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.

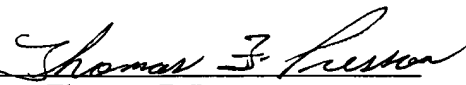
CONCLUSION

In the event the Examiner disagrees with any of statements appearing above with respect to the disclosures in the cited reference, or references, it is respectfully requested that the Examiner specifically indicate those portions of the reference, or references, providing the basis for a contrary view.

In view of the foregoing amendments and remarks, it is believed that all of the claims in this application are patentable and Applicant respectfully requests early passage to issue of the present application.

Please charge any additional fees that may be needed, and credit any overpayment, to our Deposit Account No. 50-0320.

Respectfully submitted,
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